

Stack 2

Group 2

Set 4

3. Media Shower

-We've hit the March quarter point. Monday 3.20.17 will be our first Media Shower posting according to John Hargrave. Our second upload of OEI content will take place 3.27.17.

-Still finishing up their final touches to first drafts of content. When completed will review the drafts.

-Will catch up with John Hargrave, of media shower, until delivery.

-Meet with Katie for approval.

4. PosiRank FAQs Delivered

-Katie and Louis have delivered the Posirank FAQ OEI module.

-I'll work on 3.17.17 to sort through the potential internal linking opportunities for the target keywords.

-On 3.20.17 I'll start to upload first batch of Media Shower content and add the correct FAQ questions to the appropriate authority article.

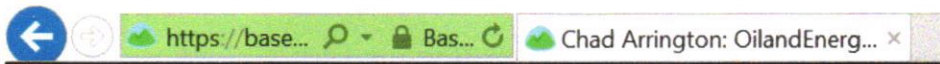
-I've also attached the FAQ setup if you're interested in seeing the breakdown.

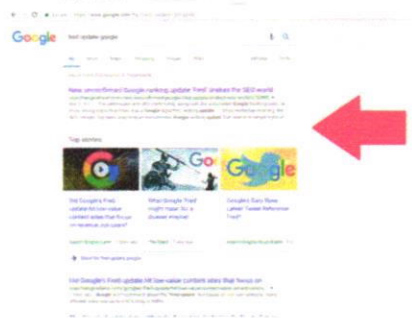
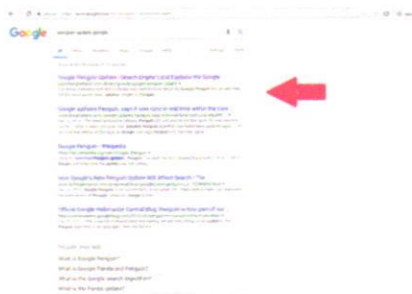
Notes:

Chad Arrington

443-379-9703

Search Engine Optimization & Development



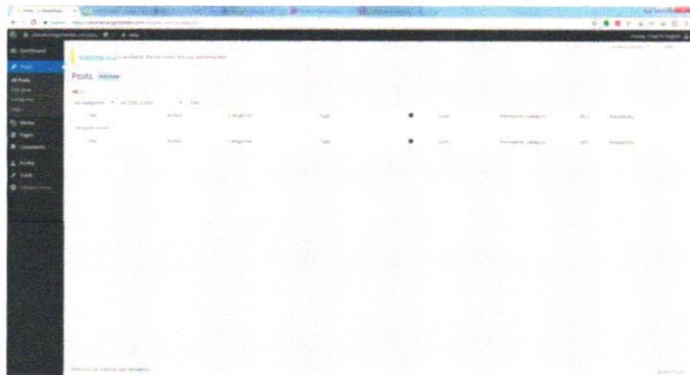


What is the Google Penguin Update?



Google's latest update, the Penguin update, is designed to help search engines better understand the quality of content on the web. The update is aimed at reducing the impact of spammy and low-quality content on search results. The update is expected to be rolled out in the coming weeks.

[Google's latest update: Penguin update](#)



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- Arrington was top consultant for SEO and Editorial teams.

From: Chad Arrington
Date: August 2, 2016 at 2:03:44 PM Eastern Daylight Time
To: "chadmmp@gmail.com"
Subject: **FW: Tag page updates**

From: Kyle Anderson
Sent: Friday, July 29, 2016 3:42 PM
To: Megan Hughes <mhughes@moneymappress.com>; Kerri Shannon <kshannon@moneymappress.com>; Kathryn Melchor <KMelchor@MoneyMapPress.com>; Chad Arrington <carrington@moneymappress.com>
Subject: RE: Tag page updates

Hey All – providing an update on this project. We have completed steps 1, 2 and 3. The Q&A text and the authoritative links are included in documents attached here. Rebecca has updated all of the meta tags.

Media shower has the lifts underway, so we will have those all updated by August 29 – on schedule.

Please let me know if you have any questions/comments.

Thank you!!

From: Kyle Anderson
Sent: Tuesday, July 19, 2016 8:22 AM
To: Megan Hughes <mhughes@moneymappress.com>
Cc: Kerri Shannon <kshannon@moneymappress.com>; Kathryn Melchor <KMelchor@MoneyMapPress.com>
Subject: RE: Tag page updates

Hey All –

Here is the plan going forward for the tag pages. We can talk about this more at the meeting if there are any questions.

Tag Page SEO Project

Step 1:

Add Q&A sections to pages that already have lifts written already. This includes the following tag pages:

<http://moneymorning.com/tag/stocks-to-buy/>
<http://moneymorning.com/tag/silver-prices/>
<http://moneymorning.com/tag/facebook-stock-price/>
<http://moneymorning.com/tag/penny-stocks-today/>

To be done by: SEO team (Alex)
Deadline: Friday, July 29

Step 2:

Rewrite/Edit metas based on the suggestions provided at today's meeting. This applies to all 11 tag pages that were provided at this morning's meetings. The text will be changed to the exact examples provided.

To be done by: SEO team (Rebecca)
Deadline: Friday, July 22

Step 3:

Add authoritative links to the tag page lifts that have already been written. This pertains to the four lifts that have been included above.

To be done by: SEO team (Kyle)
Deadline: Friday, July 22

Step 4:

Write the rest of the 2,000 word lifts for the tag pages. This includes the following tag pages

<http://moneymorning.com/tag/gold-prices/>
<http://moneymorning.com/tag/oil-prices/>
<http://moneymorning.com/tag/alibaba-stock>
<http://moneymorning.com/tag/stocks-to-buy-now>
<http://moneymorning.com/tag/fomc-meeting/>
<http://moneymorning.com/tag/stock-market-today>
<http://moneymorning.com/tag/apple-stock>

To be done by: Media shower

Deadline: Monday, August 29

From: Megan Hughes

Sent: Monday, July 18, 2016 11:47 AM

To: Kyle Anderson <kanderson@moneymappress.com>

Cc: Kerri Shannon <kshannon@moneymappress.com>; Kathryn Melchor <KMelchor@MoneyMapPress.com>

Subject: Tag page updates

Hey Kyle,

Can you confirm which tag page lead articles you have already sent us?

And how would you like to handle the updates to the tag pages that already have lead articles?

Thank you!

Megan



[stocks to buy qa.docx \(13.5 KB\)](#)



[silver prices qa with notes.docx \(13.3 KB\)](#)



[penny stocks today qa.docx \(14.4 KB\)](#)



[facebook stock price qa.docx \(13.3 KB\)](#)



[Authoritative links.docx \(598.5 KB\)](#)

- Arrington's OEI.com login. Kent Moors never knew Arrington was running the website.

From: Chad Arrington
Date: March 8, 2017 at 10:43:38 PM Eastern Standard Time
To: Megan Hughes
Subject: **Re: Login for OEI.com/acq**

Thank you!!

On Wed, Mar 8, 2017 at 2:56 PM, Megan Hughes <mhughes@moneymappress.com> wrote:
Hey Chad,

Here is the login!

<https://oilandenergyinvestor.com/acq/wp-login.php>

user: carrington

pass:



From: Chad Arrington
Date: June 22, 2017 at 1:55:53 PM Eastern Daylight Time
To: message-64599185-69db3cfeb2f875fd0a29e95c@basecamp.com
Subject: **Re: (Chad Arrington) OilandEnergyInvestor Project**

Here you go

MM

On Thu, Jun 22, 2017 at 1:28 PM, Louis Merz (Basecamp) <notifications@basecamp.com> wrote:

Write ABOVE THIS LINE to post a reply or [view this on Basecamp](#)

Louis Merz posted a comment about this message on Basecamp.

Re: OilandEnergyInvestor Project

Hi Chad,

That spreadsheet has OEI URL's. Katie needs to top 200 URL's for moneymorning for the on-site audit.

Thanks!

[View this on Basecamp](#)

This email was sent to: Joseph Bradford, Chad Arrington, Louis Merz, and Alex Miller.

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[通知: 油地能源投資者項目 \(Chad Arrington\) 的評論 \(238.8 KB\)](#)

- Arrington created entire Agora MMP business model. His SEO system and backlinks algorithms were second to none. Despite having a weak editorial team he excelled. Katie was only there to do what Arrington asked. She didn't know of Holmes agreement with Arrington and was constantly trying to be nosy. Arrington wanted Katie to do better with Editorial team while he focused on SEO. Because of her incompetence, Arrington would later write outlines of exactly what was needed for their websites to succeed. Katie may have been manager but Arrington was the boss.

From: Chad Arrington
Date: September 8, 2016 at 1:25:12 PM Eastern Daylight Time
To: carrington@money Morning.com
Subject: Fwd: Katie Eye's ONLY

----- Forwarded message -----
From: Chad Arrington <chadarrington@gmail.com>
Date: Thu, Sep 8, 2016 at 1:21 PM
Subject: Katie Eye's ONLY
To: Chad Arrington <carrington@money Morning.com>

KO!

I got your email. Amazing Work. Like we've been in tune. Updating Jira, creating spreadsheets. Making adjustments and new strategies on the fly... Thank you. I appreciate all your hard work, input and research. Your trying to drive Editorial and I think we have somethings in place that will really work well for us. But, thank you always. Because I've felt like we've had many of these conversations and strategies meetings many times before only to not full execute the plan. I have to speak up. At the rate I'm killing off authority link campaigns to cater to a struggling editorial process we will eventually lose all rankings and raise some serious red flags. Let's overcome penalties not create any more. Just 12 months ago Katie we were ranking page 1 for all our top tag page terms and at least 2500 + plus terms for each pages. 800,000 organic hits just July 2015... This allowed us to rank any new article for high news positions and also permanent first page rankings for some long tail targets. We took over the game four years ago, not because we had a ground breaking SEO editorial team but because we had a ground breaking SEO system. From the time we 1st rank "How to buy silver" #1 5 years ago I've know that links, both social signals and quality backlinks rank websites and rank them Very high in Google. The hardest thing there is to do online is build backlinks, consistently, correctly, and under the radar in a way that makes sense for Google. I always vouched that if Editorial could not match the #1 Off page SEO campaigns that I would build to give us the best chance to Rank then eventually we'd suffer. Over the years I've had to adjust from building low quality spammy links to the highest quality links and using the highest quality networks both private and public that also Rival our competitors. When I originally build our plan to 1 Million it was VERY attainable and realistic. Literally, with the budget, the backlink campaigns and the editorial staff and resources we have it should have been no problem. Look at you. You've transcended from new hire, ecomm assistant, to running the entire million-dollar production team. You've adjusted, and altered who you had to be many times for the better of the team. You guys also have placed a lot of responsibility on me and I embrace and appreciate your trust. But, our argument has always been fulfillment from our editorial team. Will they buy in? Can they do this? Will they do that? They're not happy... But it comes to a point where I say what about us? I gave you [onpage.org](#) and in 2 weeks were doing what was best to IMPROVE our site. You dropped what you were doing even if there wasn't a big improvement to at least try what was projected to improve our site. Best practice. Thank you Katie. Over the last year I've unlocked the Google algorithm which allows us to build any URL up to #1 SEO off page score and any niche. These stats found in [majestic.com](#) for all our top traffic pages and query terms prove my theory. This campaign I've been able to duplicated for all of our top targets. We should be ranking #1 or #2 for penny stocks and OVER 3000 related terms right now. But we're not. From the on page needs, to the keyword research, to the weekly meetings, to the media shower sessions, it feels like every time something has to tended to for these guys. Most of my time is spent doing a lot of these things I haven't done for years and what has been the result? These reports take a lot of time. My back linking has suffered. I went from running 30 campaigns to 12. I know we have something that truly works! If only we had the deliverables we were promised... So just give me some time. Please. If they won't do the things they agreed to and what would most certainly improve our site, then I will Katie. We can't dictate our top tier linking system around what Editorial does and doesn't do. Please. I just can't allow that to work. When you login to [ahrefs.com](#) you'll see the top pages we have ALL the terms. Here's our options. We keep ranking and promoting our top 6 tag pages. We see all the on pages' fixes done and addressed by Nov 1. We make this work. We have article pages that also can be 2000 words and have authority. If need be will redirect to a proper article story and redirect those 10000s of hits and keywords coming in. BUT we have to think about how we link throughout the site. If we don't use tag pages where do, we link? Just related stories to related stories? How do we create authority to one page internally without internal linking? External back linking will then be relied on heavily for this and I don't yet know how that would work out. So let's talk about it. Here's my idea. Let make sure we keep promoting the way we have. I've already chopped 82% of my old program for the sake of what we're doing. Let's make editorial be accountable and do what they say they will and what we NEED. And by deadlines. Please. We can promote SOME of the new targets you gave me. They all can't just have \$470 one time promotions. This is really a strategy for maintaining sites. We need campaigns with diversity social signals, press releases, pbns, guest posts, and other variety high quality links. So we will range from \$470-\$1068 per target to be realistic. Posirank best quality link campaign is \$2068 guest post campaign in my recurring strategy for our top pages, and it's like I'm killing great parts of my link systems to dilute for the Editorial team and it's killing my process too. Readjusting again will not only hurt our overall link profile but the authority we hold online. Our links is the only thing holding us afloat right now. Let's build off of that. Let's audit and fix what we need, asap. Let's be great. We can promote monthly just to see where we stack each month. We can call these the quarterly campaigns. Let my tag page campaigns run till December like i always planned and let my improvements and on page developments take place. Off page has a #1 system and we compete with the best, the Streets and WSJ's of the world. Agora financial is creeping up in traffic and conversions. Let's hold #1. So anything at all in the world you ask of me I will do. Just look I'm turning around spreadsheets after spreadsheets running hours of reports and I really want this to work. Just let me see that for once editorial will hold us down by actually fulfilling what we ask. If not, me and Alex will come through. It's been since